



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

WPXI

Mentzer Media Services, Inc.  
600 Fairmount Avenue  
Suite 306  
Towson, MD 21286

Contract # 325344

Schedule Dates

08/22/12-08/27/12

Advertiser

Issue/Americans Prosperity Foundation (13155)

Agency

Mentzer Media Services, Inc. (3427)

Product

Political - Issue (1068)

Brand

ISS/AMER. 4 PROSPRTY FOUND (130908)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

BENCKINI, KAREN

Phone/Fax

/

CPE

472

Account Types

National/Political

Billing Type

Standard

Comments

NO PAPER INVOICES  
AMER FOR PROS 8/22

08/03/12

08/03/12

Jennifer Stewart

Yes

06261538

Normal

15.00

\$3,657.00

\$20,723.00

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Aug. 2012

Sep. 2012

Grand Total:

Spots

Rate

\$18,455.00

\$5,925.00

\$24,380.00

QR

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/22/12-08/24/12	5	:30	7A- Today Show	2			X	X	X			2	\$475.00	\$950.00	Pittsburgh (WPXI)	TODAY 7-9A/1	8/3/12
2.0	Normal Line / Spot	08/22/12-08/24/12	5	:30	1:30P- Today Show 130P				1	1	1			3	\$200.00	\$600.00	Pittsburgh (WPXI)	TODAY 130-230P/2	8/3/12
3.0	Normal Line / Spot	08/22/12-08/24/12	5	:30	2:30P- Who Wants To Be A Millionaire				1	1	1			3	\$200.00	\$600.00	Pittsburgh (WPXI)	MILLIONAIRE/3	8/3/12
4.0	Normal Line / Spot	08/22/12-08/24/12	5	:30	5:30P- 6P (EST)				1	1	1			3	\$600.00	\$1,800.00	Pittsburgh (WPXI)	NEWS 530-6P/4	8/3/12
5.0	Normal Line / Spot	08/22/12-08/24/12	5	:30	5:58P- Channel 11 News At 6pm M-F	2			X	X	X			2	\$750.00	\$1,500.00	Pittsburgh (WPXI)	NEWS 6-630P/5	8/3/12
6.0	Normal Line / Spot	08/22/12-08/24/12	5	:30	6:59P- Jeopardy				1	1	1			3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	JEOP 7-730P/6	8/3/12
7.0	Normal Line / Spot	08/22/12-08/24/12	5	:30	7:30P- WHEEL OF FORTUNE				1	1	1			3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	WHEEL 730P/7	8/3/12
8.0	Normal Line / Spot	08/22/12-08/24/12	5	:30	11:34P- TONIGHT SHOW				1	1	1			3	\$300.00	\$900.00	Pittsburgh (WPXI)	TONIGHT/8	8/3/12
9.0	Normal Line / Spot	08/25/12-08/25/12	5	:30	6:59P- Jeopardy							2		1	\$500.00	\$500.00	Pittsburgh (WPXI)	JEOP 7-730P/9	8/3/12
9.0.1	Preempt	08/25/12															Pittsburgh (WPXI)	No Avail/Exception -	
10.0	Normal Line / Spot	08/26/12-08/26/12	5	:30	8A- 10A (EST)							1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/10	8/3/12
11.0	Normal Line / Spot	08/26/12-08/26/12	5	:30	10A- MEET THE PRESS							1		1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	MEET PRESS/11	8/3/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Product Political - Issue (1068)  
Brand ISS/AMER. 4 PROSPRTY FOUND (130908)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name BENCKINI, KAREN  
Phone/Fax /  
CPE 472  
Account Types National/Political  
Billing Type Standard  
Comments NO PAPER INVOICES  
AMER FOR PROS 8/22

Date Entered 08/03/12  
Last Modified 08/03/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06261538  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$3,657.00  
Net Total \$20,723.00  
Sales Tax

**Pittsburgh (WPXI)**  
By Broadcast Month  
Aug. 2012 28 \$18,455.00  
Sep. 2012 10 \$5,925.00  
Grand Total: 38 \$24,380.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	08/26/12-08/26/12	5	:30	11:35p- Cash Cab 1135P-1205A								1	1	\$300.00	\$300.00	Pittsburgh (WPXI)	CASH CAB 1135-1235A/12	8/3/12
13.0	Normal Line / Spot	08/26/12-08/26/12	5	:30	5:30A- 8A (EST)								2	2	\$265.00	\$530.00	Pittsburgh (WPXI)	NEWS 530A-8A/13	8/3/12
14.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	7A- Today Show									1	\$475.00	\$475.00	Pittsburgh (WPXI)	TODAY 7-9A/14	8/3/12
15.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	1:30P- Today Show 130P		1							1	\$200.00	\$200.00	Pittsburgh (WPXI)	TODAY 130-230P/15	8/3/12
16.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	2:30P- Who Wants To Be A Millionaire		1							1	\$200.00	\$200.00	Pittsburgh (WPXI)	MILLIONAIRE/16	8/3/12
17.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	4:58P- CHANNEL 11 NEWS-FIRST AT FIVE		1							1	\$600.00	\$600.00	Pittsburgh (WPXI)	NEWS 5-6P/17	8/3/12
18.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	5:30P- 6P (EST)		1							1	\$600.00	\$600.00	Pittsburgh (WPXI)	NEWS 530-6P/18	8/3/12
19.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	5:58P- Channel 11 News At 6pm M-F		1							1	\$750.00	\$750.00	Pittsburgh (WPXI)	NEWS 6-630P/19	8/3/12
20.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	6:59P- Jeopardy		1							1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	JEOP 7-730P/20	8/3/12
21.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	7:30P- WHEEL OF FORTUNE		1							1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	WHEEL 730P/21	8/3/12
22.0	Normal Line / Spot	08/27/12-08/27/12	5	:30	11:34P- TONIGHT SHOW		2							2	\$300.00	\$600.00	Pittsburgh (WPXI)	TONIGHT/22	8/3/12

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